

3LAB'S GUIDE TO LUXURY LIVING

Friday, April 23, 2010

3LAB Goes Bridal!

New York Magazine's Weddings Event is the mecca for all brides and grooms alike...*alright*, maybe more so the brides!



(Photographs Courtesy of
NewYorkMagazine.com)

This
extravagant
event was
held at the
Metropolitan
Pavilion,



3LAB skin care's Fan Box


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3LAB skin care Just found out that Jak
July 21 at 1:16pm

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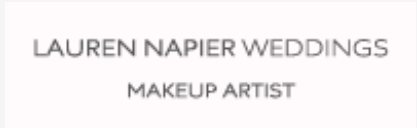
Butter or Margarine
health.yahoo.net
Legend has it that gro
July 21 at 9:02am

Wednesday evening on April 7th. It is here that anything from jewelry to beauty can be found for that special day. In fact, 3LAB was chosen by renowned makeup artist, **Lauren Napier**, as her exclusive skincare line at the event.



Lauren is an extremely talented makeup artist that specializes in weddings but her work has been widely seen in Vogue, Vanity Fair, Essence, NBC's Today Show, the Bravo Network and the Disney Channel, among many others. Her long wear makeup methods and undeniably flawless work have brought her to the forefront of beauty

We talked to Lauren to get some of her beauty tips to share with you!

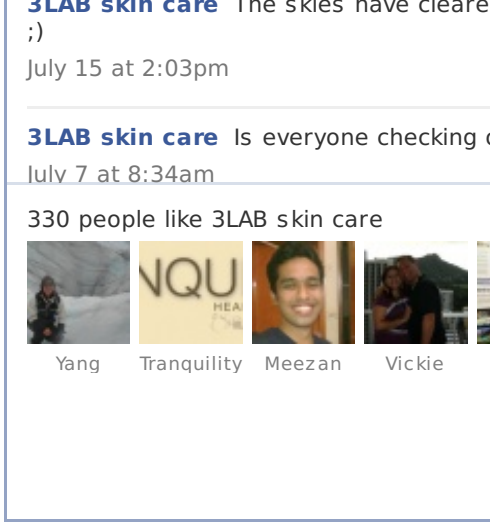


(Right: Beauty Expert, Lauren Napier, consults a NYC Bride.**Left:** Lauren's must-haves giveaway basket complete with exclusive skin care brand; 3LAB)

3LAB: Why do you participate in New York Magazine's Weddings Event?

Lauren Napier: I am a dedicated fan of New York Magazine. The magazine is chic, sophisticated and

hilarious. This directly translates to their readership. For me it just seems like the right place



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to be!



- **3LAB:** It truly looks like a wonderful place to be and as I am sure so much to look forward to, but what is your favorite thing about the event?
- **LN:** I enjoy meeting new brides. New brides exude a level of pure happiness and excitement that is contagious.
- **3LAB:** What advice do you give the brides to get flawless skin for perfect makeup application?
- **LN:** Start out by eliminating the caffeine, then drink water by the gallon. Exfoliate dull skin away with the **3Lab Perfect Scrub** then pair with the **Super H Serum** which moisturizes without creating shine. Moisturize with **3Lab's WW Cream**, this is a remarkable product. The WW Cream aids in brightening sallow, winter skin.
- **3LAB:** We actually might go home and try that tonight! Where does your favorite look for a bride start?
- **LN:** My favorite bridal look is a look that all women can achieve. My favorite look starts with healthy, radiant skin.
- **3LAB:** We couldn't agree with you more. So what are your must-haves to create your famous beauty looks?
- **LN:** My must haves are 3Lab's **Perfect Mask** and **WW Cream**, Armani Eyes to Kill Mascara and Lipstick Queen's Oxyoron Matte Lip glosses.
- **3LAB:** And what beauty advice would you can offer our readers?
- **LN:** Healthy skin begins with healthy skin care and Don't be afraid to invest in your skin or your makeup artist!

3LAB



Superior Skincare Products

About Me




3LAB, Superior Skincare Straight From the Lab!

[View my complete profile](#)

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 **BellaSugar -- You're beautiful.**
Kelly Removes Some Ink and

- **3LAB:** Thank you for taking the time out to talk to us Lauren, it really was a pleasure!
- **LN:** Thank you so much!

A special thank you to Lauren Napier and if you missed this season's Weddings Event, New York Magazine will be returning in October with tickets on sale for the semi-annual event the 12th, mark your calendars!

Posted by 3LAB, Superior Skincare Straight From the Lab! at 9:43 AM 0 comments



Wednesday, April 14, 2010

Meet Erica Y. Chung in Hong Kong...



Facebook | 3LAB skin care

Thanks for the post Hong Kong Fashion Geek: 3LAB Workshop
www.hkfashiongeek.com

If you've got some time to spare today or tomorrow, be sure to stop by 3LAB's customer event where founder Erica Chung will be on hand to conduct a workshop that explains the advanced science for perfecting your skin. It's a good chance to catch up with your girlfriends over champagne

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 9 months ago



**Barneys Babble by Simon
 Doonan at Barneys New
 York**

BlogCatalog

and canapés. Participants will receive a welcome gift of personalised 3LAB deluxe samples that's personally selected by Erica along with exclusive gifts with purchase. Best of all, the event is free so all you have to do is RSVP and you have the perfect opportunity for a quick catch up with the girls.

Details are as follows:

Wednesday April 14th, 2010 at Joyce Beauty, Canton Road

Thursday April 15th, 2010 at Lane Crawford, Joyce Beauty Counter, Pacific Place

Time: 5:30 - 7:30pm

Space is limited and advance booking is required, please call:

G106, Gateway Arcade, Canton Road 2367 0860

JOYCE Beauty, Lane Crawford Pacific Place 3798 0172

Haven't heard of 3LAB before? Sold exclusively at Joyce Beauty, 3LAB is the brainchild of David and Erica Chung and was launched in 2003. According to their press materials, "3LAB utilises the highest-grade of botanical ingredients, advanced "state-of-the-art" scientific technologies and delivering antioxidant and other natural ingredients to the skin in the highest percentage in the industry." A disbeliever? Pop by the event to see and let us know what you think.

For more information, please visit www.3lab.com

Posted by 3LAB, Superior Skincare Straight From the Lab! at 6:48 AM 1 comments



Friday, April 9, 2010

DUBAI IS BUZZING ABOUT 3LAB!!!

Since opening in Bloomingdale's, Dubai only two months ago, 3LAB is really leaving a great impression on the global market!



Above: Dubai Mall in the United Arab Emirates

(Courtesy of Desination360.com)



Above: 3LAB counter at Bloomingdales Dubai

DUBAI BASED MAGAZINES:

Insider: "Forever Young"

The New York based skincare range from 3LAB has just launched in the Middle East, exclusively in Bloomingdale's. The brand boasts 28 unique products in its range which capitalise on



Thank you to Insider and M Magazine!

...the next time your in the luxury capital of the world, stop by our counter!

Posted by 3LAB, Superior Skincare Straight From the Lab! at 7:54 AM 0 comments



Monday, April 5, 2010

3LAB Perfect Repair featured in New Beauty Magazine!!!



(From the Editors at New Beauty Magazine:)

The Illuminating Serum

3LAB's Perfect Repair two-chamber dispensing system ensures that the ingredients in this serum, like licorice and vitamin C, which are praised for their ability to brighten

and illuminate the skin, won't oxidize or spoil. \$175,
3LAB.com

**THANKS SO MUCH FOR INCLUDING US IN THIS REALLY
INFORMATIVE 5-PAGE FEATURE! WE'RE THRILLED!!!!**

Posted by 3LAB, Superior Skincare Straight From the Lab! at 9:19 AM 0 comments



Thursday, March 25, 2010

3LAB INTERVIEWS CELEB MAKEUP ARTIST, CYNDE WATSON



We sat
down with
beauty
expert,
Cynde
Watson, to
bring you
beauty tips
straight
from a
celebrity
make-up
artist!

Cynde has worked with celebrities such as Angela Bassett, Giselle Bundchen, Tyson Beckford, Lauren Conrad and many more.

With 15 years of experience backed behind her, Cynde truly has made her mark on the beauty industry.

1. What inspired you to go into the beauty field as a make-up artist?

I am inspired by faces. The differences, dimension and the challenge to solve the beauty concerns of each of my clients and put a smile on their face. I'm

an artist. I paint and sketch portraits and have always been creative and love mixing and blending colors. I became a model and none of the makeup artist could ever get my makeup right. My skin was either ashy or too dark and several makeup artist would tell me I didn't need makeup only because they didn't know what to do with my face. I started doing my own makeup for photo shoots and fashion shows and some of the other models would ask me to do theirs. I started assisting top makeup artist and the rest is history.

2. What are your go-to products that you always keep as your make-up kit staples? Why are these products among your favorites?

- **3LAB: "Hydra Day Water Based SPF 20"** - This product hydrates my client's skin without leaving the surface of the skin feeling heavy and oily. **"VW Eye Cream"** Perfect under makeup moisturizes the under eye area and provides the perfect slip.
- **SKINDINAVIA: "No More Shine" Makeup Finishing Spray** - I use this product as a primer and an over makeup finisher. It helps control oil keeps makeup from settling into fine lines and wrinkles and keeps skin cool so it stays put for up to 12 hours. I also use SKINDINAVIA **"10 Years Younger" Makeup Finishing Spray** - I also use this product as a primer and an over makeup finisher. It helps give the skin a radiant glow and keeps makeup from settling into fine lines and wrinkles as well as keeps skin cool so it stays put for up to 12 hours.
- **COLOR BY CYNDE WATSON: "Corrector & Concealer Pencil"** - This product has a pink/peach corrector on one end to diminish the appearance of dark shadows under the eyes and a concealer on the other end to layer over or mix with the corrector for a brighter more lifted look under the eyes. **"Translucent Finishing Powder"** . I love the way this powder leaves the skin vibrant and not ashy. It absorbs oil and doesn't change the color of the makeup on face, eyes, lips and cheeks. **"Volumizing & Lengthening Mascara"** - Great buildable mascara that is VERY BLACK and doesn't flake or smudge and removes with ease.
- **TEMPTU: "AIRbrush Makeup System"** - LOVE this makeup system and the easy to use makeup pods that pop on and off with ease. I get FLAWLESS foundation, highlighting and blush results in minutes.
- **SHU UEMURA: "False Eyelashes"** - What I love most about the Shu Uemura false eyelashes is the quality and range. They range from

very natural looking to total glam! “Makeup Brushes”

- MARK.: “**Kiss Dry Goodbye**: A lightweight lip softener that hydrates the lips and doesn’t interfere with lip color.

3. What beauty trend are you loving right now and why?

I’m loving the LUMINOUS SKIN trend because “Great Makeup starts with GREAT Skin” I also love the return to Bold lip color.

3LAB note: We're loving this Spring 2010 luminous skin/ bold lip look:



(Photo courtesy of Style.com)

4. What is the most important beauty advice that you can give to our readers?

Take care of your skin. Cleanse, moisturize and use sun protection year around. Nothing looks better then beautiful radiant skin!

Cynde, Thank you for taking the time to give our readers your expert beauty advice!

Posted by 3LAB, Superior Skincare Straight From the Lab! at 8:41 AM 0 comments



Friday, March 19, 2010

3LAB'S PERFECT NECK CREAM FEATURED IN THIS MONTH'S HARPER'S BAZAAR!



"GET THE GLOW FROM **NECK** TO TOE"



According to Harper's Bazaar, **New York plastic surgeon, Jon Türk, has found that a combination of free-radical scavengers, collagen-stimulating and dermal plumping ingredients work best to reduce the signs of aging in the neck and decollete.** Their pick: 3LAB's **PERFECT Neck Cream**

"It's the first part of the body to reveal your age," says Maria Dolanescu, NYC expert facialist.

Free-radical scavengers protect the skin from factors, such as temperature, wind, pollution and smoke, that can breakdown and damage skin cells. One of the potent anti-agers found in PERFECT Neck Cream include **Abyssine 657** which is a deep-sea microorganism that protects cells from UV rays while reducing chemical and mechanical stress on the skin. Another active ingredient is **Nano-Claire GY™**. This synthetic growth hormone-like material stabilized in nano-sized liposomes has proven to reverse the aging process and giving rise to young cellular skin components. The Abyssine 657 and the Nano-Claire GY™ plump and protect the skin while a firming complex that contains **zinc, copper and magnesium** firms the neck.

Thank you to the Beauty Department at Harper's Bazaar!

Keep your chin up and please check out www.3LAB.com for more great products.

Posted by 3LAB, Superior Skincare Straight From the Lab! at **7:08 AM** **1 comments**



Thursday, March 18, 2010

Co-Founder Erica Chung Adds to the Luxury of the Nordstrom Semi-Annual Trend Show

3LAB's Co-founder, Erica Chung will be at the Nordstrom semi-annual Trend Show in Oakbrook, Illinois- right outside of Chicago!



Erica will be joined by her team of skincare specialists to contribute to giving a firsthand look at the beauty trends for spring at the Nordstrom Oakbrook Center on Saturday, March 20, 2010 from 7:30 a.m. to 3:00 p.m.

3LAB will reveal the latest in cutting-edge skincare and the best techniques for age-defying beauty. The team of skincare specialists will be giving complimentary skin consultations



and 3LAB Express Facials. If there is ever a reason to set your alarm before sunrise... this is IT!

This sneak peak at spring beauty also comes with our gift to you: Enjoy a limited edition 3LAB floral bag with a full size Perfect Cleansing Foam and deluxe size of “M” Cream (valued at \$125) with your 3LAB purchase on the day of the event. Space is limited so schedule your

appointment today by contacting the 3LAB counter at:

Nordstrom Oakbrook Center
10 Oak Brook Center
Oak Brook, Illinois
(630) 571-2121

3LAB skincare is an advanced science skincare line that uses the highest grade raw ingredients with the best of Mother Nature to help contest the signs of aging. Exclusive to 3LAB is its cutting edge bio-engineered growth hormone, Nano-Claire GY™, which acts as “hormone replacement therapy for the skin” to help put back the essential nutrients that are lost with age for healthy, vibrant skin.

About 3LAB: 3LAB, Inc. was founded in 2003 by David and Erica Y. Chung and formulated by two chemists and one dermatologist. 3LAB is sold exclusively at Barneys New York, Nordstrom stores and Bliss Spas in the United States.

For more information, please visit: www.3LAB.com

Posted by 3LAB, Superior Skincare Straight From the Lab! at 7:58 AM 0 comments



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